

# SPAM (Junk Mail) Management FACT SHEET



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## Background

### For presentation to the PHIT – Today's anti-Spam options

Department of Health's first enterprise level anti-Spam software installed in September, 2002

#### Business drivers:

- Dozens of staff receiving 5 – 10 Spam messages per day.
- Amount growing too large to ignore.

#### Results:

- Purchased Plug-in upgrade to current enterprise anti-virus software
- Installed on enterprise E-mail server
- Good first generation Spam software solution

#### Today's issues:

- Today's Spam uses second and third generation techniques.
- Number of Spam increasing exponentially
  - Jan 2001, approx 8 % of all E-mail was spam
  - Dec 2003, more than 50 % of all E-mail is Spam
- During times of high Spam activity, the anti-Spam function impacts the primary function of our E-mail servers.
- Flavor of Spam taking a number of directions including pornographic
- Many new techniques developed specifically to fool anti-Spam devices
  - Key words intentionally misspelled
  - Content pulled directly from web pages.
  - Content consists totally of images.
  - Random invisible characters created specifically to fool software
  - Growing likeness of Spam to malicious e-mail
  - New sophisticated methods such as Phishing attempt to steal account and password information.

## Goals Anti-Spam options

#### Today's anti-Spam options

- "Defense in Depth" concept of protection:
- Second and third generation anti-Spam product
- Products that use multiple components and multiple analysis techniques
- Gateway oriented products
  - (appliance, software, service)
  - (anti-Spam only or integrated product)